Visibly Muslim: fashion, politics, faith
Abstract or Description

Muslims in Britain and cosmopolitan cities throughout the West are increasingly choosing to express their identity and faith through dress, whether by wearing colourful headscarves, austere black garments or creative new forms of Islamic fashion. Why is dress such an important issue for Muslims? Why is it such a major topic of media interest and international concern?

This timely and important book cuts through media stereotypes of Muslim appearances, offering intimate insights into what clothes mean to the people who design and wear them. It examines how different ideas of fashion, politics, faith, freedom, beauty, modesty and cultural diversity are articulated by young British Muslims as they seek out clothes which best express their identities, perspectives and concerns. It also explores the wider social and political effects of their clothing choices on the development of transnational cultural formations and multicultural urban spaces.

Based on contemporary ethnographic research, the book is an essential read for students and scholars of religion, sociology, cultural studies, anthropology and fashion as well as anyone interested in cultural diversity and the changing face of cosmopolitan cities throughout the world.
Emma Tarlo’s book, Visibly Muslim Fashion, Politics, Faith is a similar attempt to engage with this same discussion: what does ‘modest’ fashion entail and how does this affect Muslim women’s identities within a political, social and cultural context? Both of these texts offer an analysis of how to engage with the online Islamic fashion industry through community regulation, brand promoting and social media and I take it further by looking specifically at a group of women who characterize themselves as hijabistas, or turbanistas, (both plays on the word fashionista) and how the images and fashi...